



# Project Narrative

This document will be uploaded to a Case Fact Sheet on the City's web site.

Date: \_\_\_\_\_

Project No.: 531 - PA - 2005

Coordinator: \_\_\_\_\_

Case No.: 93-DR-2005

Project Name: \_\_\_\_\_

**Project Location:** 4241 North Winfield Scott Plaza

## Property Details:

☐ Single-Family Residential ☐ Multi-Family Residential ☒ Commercial ☐ Industrial

Current Zoning: C-2/P-3/DO

Proposed Zoning: C-2/P-3/DO

Number of Buildings: 1

Parcel Size: 5514.244 SF

Gross Floor Area/Total Units: 5714 SF/1

Floor Area Ratio/Density: 1.02

Parking Required: 8 existing

Parking Provided: 5

Setbacks: N - 1'-0" S - 0'-0"

E - 2'-0" W - +/- 3'-9"

## Description of Request:

The proposed building at 4241 North Winfield Scott Plaza is a two story structure at the southeast corner of Winfield Scott Plaza and 4<sup>th</sup> Avenue. It is designed as a 5800 square foot multi-tenant office building.

In approaching the project we looked first to the context. The building is located in a prime area of downtown Scottsdale that has yet to benefit from the redevelopment in the area. One reason for the lack of activity in the area is that the buildings have little relationship to the street. They are typically courtyard office buildings that do not support a pedestrian street life. Their internal focus also lends a degree of anonymity to the area creating the impression of neglect.

One of our objectives was to design a building that could be a precedent for new development in the area. We felt the building's design should engage the street and the pedestrian, thereby, helping to foster a sense of activity and community. The massing is made up of a series of subtly shifting planes, combined with different materials, to create a more animated and engaging façade. We sought to strengthen the connection between building and street through the use of glass, balconies and lower level recessed shade spaces.

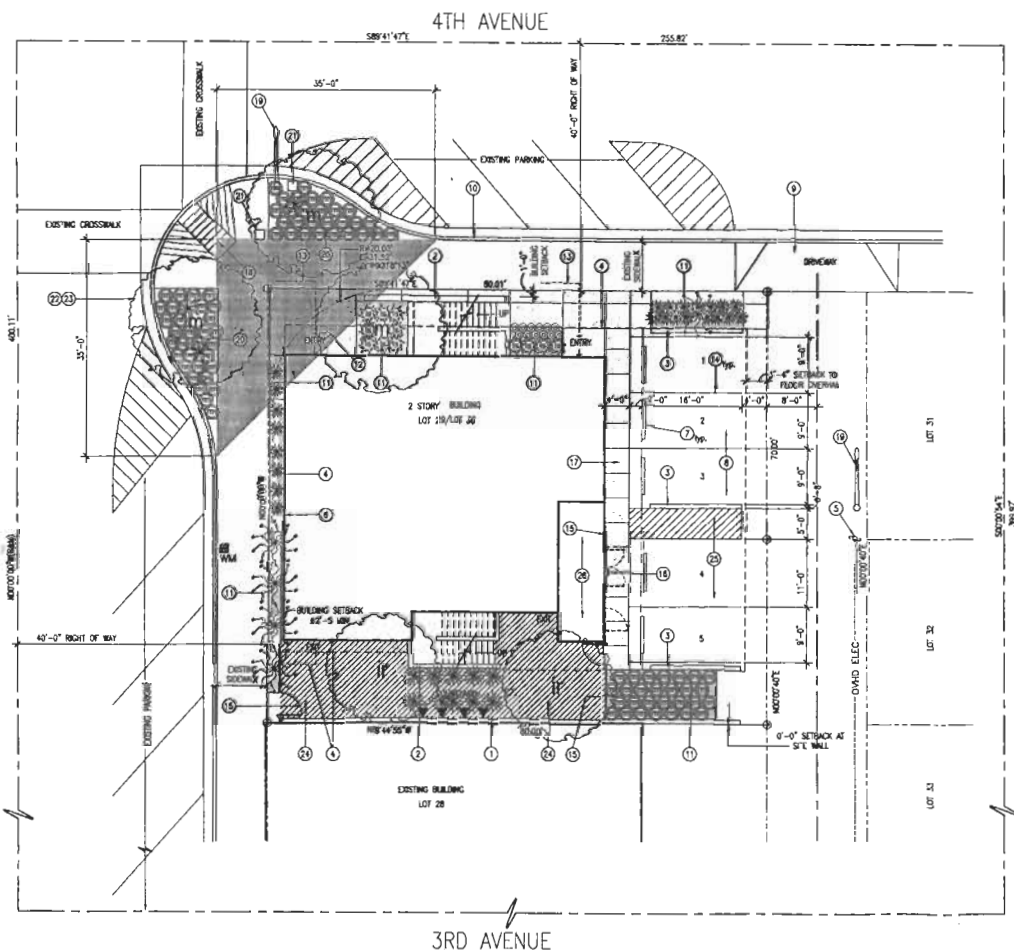
While an objective was to create a more dynamic building, it was also important that the design be cohesive. The primary materials are integral colored gray concrete block and stucco. The buildings colors, subtle shades of gray and green, were chosen to compliment a desert planting palette. Landscape is woven into the overall composition to highlight the entries, screen the parking, and create an additional layer of interest at the pedestrian level. Parking is located under a projecting piece of the second floor and is visually shielded from the street, allowing for a more unified street facade.

It is our intention that the building's design not only create a successful project for our client, but also that it becomes a positive addition to the growth and development of this area of downtown Scottsdale.

## Planning and Development Services Department

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088
















































Proposed Site Plan



SCALE: 1" = 10'-0"



PLANT LIST

symbol	common name	botanical name	size	total	remarks
	tree				
	shrub				
	groundcover				
	lawn				
	mulch				
	rock				
	water feature				
	lighting				
	fence				
	wall				
	driveway				
	parking				
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4241 N. Winfield Scott Plaza  
Scottsdale, Arizona 85251

Westview Center  
View

**link** collaborative  
1700 North 20th Street  
Phoenix, Arizona 85016  
480.281.2000 fax 480.281.2005 link